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**Subject: Breastfeeding Education**

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Effective Date: October 1, 2004

Revised from:

**Policy:** Local Agencies must promote and support breastfeeding as the preferred infant feeding method by creating a positive environment and providing information and assistance on the health benefits and advantages of breastfeeding to all pregnant and breastfeeding women.

**Reference: CFR §246.11**

**Procedure:**

1. Local Agencies (LA) must develop annual goals to increase breastfeeding incidence and duration in the Nutrition Services Plan (NSP).
  - a. Each LA must assign a breastfeeding coordinator to plan, monitor and evaluate the agency's breastfeeding promotion program.
  - b. Through the management evaluation (ME) process and the review of the LA's NSP the state agency, LA, and clinic together will evaluate the progress of the breastfeeding promotion and support activities. Refer to the Management Evaluation Guidance (see Appendix) and the Nutrition Services Plan Guidance (See Appendix 2) for more information.
2. LA or clinic Breastfeeding Coordinators are responsible for insuring that a positive clinic environment, "breastfeeding friendly", is created which clearly endorses and supports breastfeeding for all participants.
  - a. Positive breastfeeding messages must be included in educational activities, materials, and outreach efforts that are culturally and aesthetically appropriate for the population group.
  - b. Formula advertisements and cans (cases) must not be visible in clinic.
  - c. All print material, audio-visual materials, and office supplies, such as cups, pens and notepads, should be free of formula product names.
  - d. Every effort should be made to maintain a mother/infant area which allows pumping and breastfeeding in a comfortable, clean and private environment.
3. Clinics should try to use Breastfeeding Peer Counselors to promote and support breastfeeding.
4. Each pregnant client should be informed about the following breastfeeding WIC benefits.
  - a. Breastfeeding women receive WIC benefits up to one year; non-breastfeeding postpartum women are eligible for only 6 months.

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- b. Breastfeeding women receive more variety and quantity of food than do non-breastfeeding women.
- c. Breastfeeding women who exclusively breastfeed (infants receive no formula) receive a “special” food package which includes tuna fish and carrots.
- d. Breastfeeding women are a higher priority than non-breastfeeding women.